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Attorney Docket  
No. 2166CON2C

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Steven M. Golden et al )  
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SERIAL NO.: 09/490,362               ) Group No. 2765  
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FILED: January 24, 2000               ) Examiner: Alan MacDonald  
  )  
FOR: INTERACTIVE MARKETING           ) Attorney Docket  
  ) No. 2166CON2C  
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**PRELIMINARY RULE 115 AMENDMENT**

Please enter the following Preliminary Rule 115 Amendment, which is being provided prior to the receipt of any office action in this application. By this Amendment, pending Claims 1-19 are cancelled, without prejudice, and new Claims 20-60 are added.

A Supplemental Information Disclosure Statement accompanies this Amendment.

**IN THE SPECIFICATION:**

(1) At page 1, line 2, insert the following:

— This application is a continuation of U.S. Serial No. 09/073,334, filed May 6, 1998, which is a continuation of U.S. Serial No. 08/507,693, filed July 25, 1995, now U.S. Patent No. 5,761,648 —.

At page 1, third-to-last line, after "such" insert — as —.

(2) At page 6, line 11, delete the first appearance of the word "data".